

## REMARKS

Claims 1, 3-8 and 10-20 are pending in the application. Claims 1 and 8 are independent.

### A. Introduction

In the outstanding Office action:

1. claims 1, 8 and 12-20 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Publication No. 2004/0217932 to Nally et al.<sup>1</sup> (“the Nally et al. reference”) in view of U.S. Patent No. 7,030,848 to Sato et al. (“the Sato et al. reference”);
2. claims 3-5, 7, 10 and 11 were rejected under 35 U.S.C. § 103(a) as being unpatentable over the Nally et al. reference in view of Sato et al. reference, and further in view of U.S. Patent No. 5,841,492 to Iwauchi et al. (“the Iwauchi et al. reference”); and
3. claim 6 was rejected under 35 U.S.C. § 103(a) as being unpatentable over the Nally et al. reference in view of the Sato et al. reference in view of the Iwauchi et al. reference, and further in view of U.S. Patent No. 5,131,736 to Alvarez (“the Alvarez reference”).

### B. Asserted Obviousness Rejection of Claims 1, 8, and 12-20

In the outstanding Office action, claims 1, 8, and 12-20 were rejected under 35 U.S.C. § 103(a) as being unpatentable over the Nally et al. reference in view of the Sato et al. reference. It is respectfully submitted, however, that the asserted combination of the Nally et al. and Sato et al. references fails to disclose, or even suggest, each and every element of the rejected claims. Therefore, this rejection is respectfully traversed for at least the reasons set forth below.

The Examiner states that the Nally et al. reference teaches a no light display period followed by a white display period and a color display period, in sequence. Further, the Examiner acknowledges that the Nally et al. reference fails to teach a white light display period followed by a no light display period and a color display period, in sequence, as

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<sup>1</sup> Filed February 27, 2004, patent issued as U.S. 7,161,571 on January 9, 2007. The application is identified as a continuation of PCT/JP02/08626, filed August 27, 2002, and is related to Provisional application no. 60/315,476 filed August 28, 2001.

recited in claims 1 and 8. In order to overcome this deficiency in the teachings of the prior art, the Examiner has asserted that it would be obvious to used the waveform shown in FIG. 7 of the Nally et al. reference in a normally-white mode display instead of a normally black mode display, such that the positions of the white light display period and the no light display period would be reversed.

Claims 1 and 8 are directed to a reflective liquid crystal display (LCD) in which the luminance of the display may be adjusted, e.g., by means of software, according to the state of external light using the approach recited in the claims when the processing speed of the reflective LCD increases. In order to improve the luminance of the display, white may be displayed by turning on red, green, and blue concurrently during a certain period of time, while other colors are displayed during the remaining time. This is a significant feature of the LCD as claimed that is neither taught nor suggested by the cited prior art.

In contrast to the LCD described and claimed in the instant application, the Nally et al. reference describes a display in which a white time period is introduced to improve the response of a thin film transistor (TFT), and thus this period is not indispensable.<sup>2</sup> Moreover, there is no teaching or suggestion in the Nally et al. reference that the white time period described therein improves luminance. Moreover, contrary to the Examiner's assertion, there is no teaching or suggestion in the Nally et al. reference that luminance is controlled by adjusting duration of the white time period.

Moreover, FIG. 7 of the Nally et al. reference, which was relied upon in the rejection, illustrates only one magnified section displayed by a color field among FSC-TFT displays. Thus, the white in the sub-field is not analogous to the white of the reflective LCD described and claimed in the instant application. Rather, the white of the Nally et al. reference represents only one color among red, green, and blue.

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<sup>2</sup> The Nally et al. reference, paragraph [0027].

Further to the above, it is respectfully submitted that the Sato et al. reference fails to cure the deficiencies in the teachings of the Nally et al. reference. In the Sato et al. reference, the field sequential color method is used to drive an LCD, and gray is displayed in analog. Therefore, the Sato et al. reference discloses only that the light source is turned on after reaching an appropriate voltage. Thus, in contrast to the LCD recited in claims 1 and 8, the Sato et al. reference has nothing to do with improving luminance. Accordingly, the “non-video period” of the Sato et al. reference is not the same as the “no-light” period recited in claims 1 and 8.

In view of the above, it is respectfully submitted that the asserted combination of prior art references fails to disclose or suggest each and every aspect of claims 1 and 8. Accordingly, claims 1 and 8, and claims 12-20 depending therefrom, are allowable over the cited prior art. Therefore, it is respectfully requested that this rejection be favorably reconsidered and withdrawn.

C. Asserted Obviousness Rejection of Claims 3-5, 7, 10 and 11

In the outstanding Office action, claims 3-5, 7, 10 and 11 were rejected under 35 U.S.C. § 103(a) as being unpatentable over the Nally et al. reference in view of the Sato et al. reference, and further in view of the Iwauchi et al. reference. This rejection is respectfully traversed. Claims 3-5, 7, 10, and 11 ultimately depend from claims 1 and 8, which are allowable over the Nally et al. and Sato et al. references for the reasons set forth above. It is respectfully submitted that the Iwauchi et al. reference fails to cure the deficiencies noted above with respect to the Nally et al. and Sato et al. references. Therefore, it is respectfully requested that this rejection be favorably reconsidered and withdrawn.

D. Asserted Obviousness Rejection of Claim 6

In the outstanding Office action, claim 6 was rejected under 35 U.S.C. § 103(a) as being unpatentable over the Nally et al. reference in view of the Sato et al. reference in view of the Iwauchi et al. reference, and further in view of the Alvarez reference. This rejection is

respectfully traversed. Claim 6 ultimately depends from claim 1, which is allowable over the Nally et al., Sato et al., and Iwauchi et al. references for the reasons set forth above. It is respectfully submitted that the Alvarez reference fails to cure the deficiencies noted above with respect to the Nally et al., Sato et al., and Iwauchi et al. references. Therefore, it is respectfully requested that this rejection be favorably reconsidered and withdrawn.

E. Conclusion

If the Examiner believes that additional discussions or information might advance the prosecution of the instant application, the Examiner is invited to contact the undersigned at the telephone number listed below to expedite resolution of any outstanding issues.

In view of the foregoing amendments and remarks, reconsideration of this application is earnestly solicited, and an early and favorable further action upon all the claims is hereby requested.

Respectfully submitted,

LEE & MORSE, P.C.

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Jay P. Beale, Reg. No. 50,901

**LEE & MORSE, P.C.**  
3141 FAIRVIEW PARK DRIVE, SUITE 500  
FALLS CHURCH, VA 22042  
703.207.0008 TEL  
703.207.0003 FAX

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